

APPENDIX #1
Review of Library Resources for the Revised Accounting Program
November 2011

The Saint Mary's College Library has developed an extensive business collection to support both SEBA undergraduate programs and courses, including Accounting. One librarian is designated as having responsibility as the subject specialist for Business, and a faculty library liaison is appointed from SEBA.

The Library materials budget is divided among 24 broad subject areas using an allocation formula. This formula recognizes that there are more students in business and management courses by a large margin, and that these students are heavy users of the library and its services. (In this report, "Business/Management" includes the subject areas of Economics and Accounting; most figures cannot be broken down to just Accounting majors, so this background information for the entire business collection is provided followed by specific information for the Accounting program. Latest available figures are used.

Allocated to the Business / Management subject area for new books for the 2010-11 academic year (actual expenditures are for 2009/2010):

Overall "K" allocation (business and economics) for new materials (books and videos) was: \$ 31,461.85. In addition to the allocation for purchasing new books and videos, the allocation is used in part to continue recent periodical and databases subscriptions. The Library's overall expenditures for Business/Management resources (latest figures are 2009-10):

Total Expenditures: \$ 152,247.69 (17.53% of total library collection expenditures)
\$ 27,098.07 books
\$ 23,910 for periodicals
\$ 39,607.33 for standing orders
\$ 62,273.59 for electronic databases

Factors used in the allocation formula include:

Business/management has the most students enrolled in individual business courses at the undergraduate level (2010): 2794. SEBA has 355 (2010) FTE graduate students enrolled. Business/management students ask more reference questions than any other of the 24 subject groupings, except Education with 430 questions asked during 2010. Business/management students check out books at a high rate with 2452 books checked out 2010 and with 1856 business subject area (i-code k) books checked out.

Available (not in storage) business-specific collection includes (2009):

There is a total of 17,868 Icode K items in the collection this includes: books, video, paper and electronic periodicals. This also includes large collections of e-books in a variety of business subject areas. In addition to materials available through the library, Saint

Mary's College is a member of a consortium of over fifty libraries from which students, staff and faculty may borrow.

The 21 databases specifically in the Business subject area: including: *ABI/Inform Global*, *Business Source Premier*, *Cabell's*, *CCH Tax Library*, *Econlit*, *Emerald*, *Euromonitor's Passport to GMID*, *Faulkner's Advisory for IT Studies*, *Key Business Ratios*, *Lexis Nexis Academic*, *Mergent Online*, *Mergent BondViewer*, *Mintel*, *Morningstar*, *Plunkett's*, *PROMT*, *Rand California*, *Reference USA*, *Standard & Poor's NetAdvantage*, *Value Line*. *Ward's Directory*. For details about these and other business related databases, see below.)

Databases added to the collection in business / management databases from 2006-2011:

Ten databases have been added including: *MergentBondViewer*, *Cabell's*, *Euromonitor's Passport GMID*, *Morningstar*, *Mintel*, *Ward's Directory*, *Standard and Poor's NetAdvantage & Reference USA* and *Business Source Premier*.

Key electronic databases of interest special interest to Accounting Students: (Includes all business databases that are considered of key importance for accounting students.)

ABI/Inform GLOBAL: Index to 1200 business, economics and management periodicals, with full text articles from 500 titles. *Wall Street Journal*: Full text from 1984 to current issue. (Incorporated into *ABI/Inform Global*.)

Business Source Premier: Contains indexing and abstracts for more than 3,800 business-related periodicals; also provides full text for more than 3,000 periodicals, including nearly 1,100 full-text peer-reviewed journals. Subject areas include: marketing, management, MIS, accounting, finance, economics, international business, and more. Full text from the most prestigious business journals, including *Harvard Business Review* (back to 1922), *Journal of Marketing* (back to 1936), *Accounting Review* (back to 1926), *Journal of Finance* (back to 1946), *Quarterly Journal of Economics* (back to 1904) are also included.

CCH Tax Research: Master tax code, commentaries, updates, tax law.

Emerald: Includes management disciplines such as: marketing, human resources management, library and information management and quality to operations management. Emerald is also useful for individuals involved with management issues and technology.

Faulkner's Advisory for IT Studies: Company and industry reports on Companies in the IT and Computer sectors.

Key Business Ratios: Contains industry ratios by SIC code.

Lexis/Nexis Academic Universe: in addition to full text news and legal information, includes extensive market, financial, and industry-specific business news, reports, and data, including some International Business information.

Mergent/Online: Moody's Business & Financial Information on over 10,000 U.S, international, public companies & US archives. (International and US archives added in 2003).

Morningstar: Stocks, bonds and mutual funds.

Plunkett Research Online: Online industry reports.

PROMT: Predicast Overview of Markets and Technology. PROMT includes research on companies, the products and technologies they produce, and the markets in which they compete.

Sage Premier: Articles from scholarly journals published by Sage with emphasis on social issues and questions ranging from business to anthropology and sociology. Includes communication and management journals.

Standard and Poor's Net Advantage: Various company and industry data sources from Standard and Poor's.

Reference USA: Information on private and public US companies by zip code and also has an international industry section which includes RMA industry Norms.

Value Line Research Center: Stock information. Includes mid-cap and archives.

Ward's Directory: Directory of many public and private companies and subsidiaries with basic information.

Wiley Online Library: Management and economics articles, some full text.

In addition to the above databases the library has several e-book reference collections that contribute to the Library's e-reference holdings in business. These are listed here only and are not re-listed in the book/DVD sections for each concentration. They are:

Blackwell Reference Online

Gale Virtual Reference Library

Oxford E-reference

Palgrave Dictionary of Economics

Reference Universe

Sage E-reference

The following courses are offered as part of the Accounting program:

1. ACCTG 1 Financial Accounting
2. ACCTG 2 Managerial Accounting

3. ACCTG 160 Intermediate Accounting 1
4. ACCTG 161 Intermediate Accounting 2
5. ACCTG 162 Advanced Accounting
6. ACCTG 164 Auditing
7. ACCTG 168 Tax Accounting
8. ACCTG 191 Accounting Information Systems

New Accounting Labs:

The Accounting Program has also added the following labs. See below for descriptions and learning objectives.

ACCTG 160L - Lab #1: Editing and Introduction to Speaking (accompanying ACCTG 160) – Junior Year, Fall Semester

Description:

This lab exposes students to the type of writing expected in their profession and introduces them to professional speaking standards.

Learning Objectives:

- Recognize problem areas, such as verbosity, abstractions, hidden subjects and predicates, and grammatical errors, in your own and others' writing
- Professionally edit copy and give reasons for editing changes
- Compose messages that the client understands
- Select client-appropriate organizational patterns in speaking and writing
- Deliver a coherent oral presentation of accounting recommendations with five minutes preparation

ACCTG 168L: Lab #2: Informative Writing and Speaking (accompanying ACCTG 168) – Junior Year, Spring Semester

Description:

In this lab, students will apply editing and organizational skills to the types of communication expected of tax professionals.

Learning Objectives:

- Recognize differences between writing for college and writing as an accountant
- Respond to specific and general solicitations for information from clients
- Write and edit a clear, correct, and concise informative memo providing tax recommendations
- Edit, evaluate, and offer constructive advice on a tax associate's writing
- Select appropriate organization for topic and client
- Improve oral presentation skills

ACCTG 162L: Lab #3: Argument (accompanying ACCTG 162) – Senior Year, Fall Semester

Description:

This lab will introduce students to formal argument necessary in accounting policy formulation.

Learning Objectives:

- Plan and outline a formal argument related to accounting issues
- Evaluate and critically assess the arguments in accounting case studies

- Identify and avoid fallacies of reasoning in accounting policy recommendations
- Recognize, develop, and dispatch opposing points of view on accounting methods and policies
- Write and edit an inductively organized argument, persuading client to your point of view while meeting client's needs

ACCTG 164L: Lab #4: Oral Presentation (accompanying ACCTG 164) – Senior Year, Spring Semester

Description:

In this lab, students will learn and apply professional oral presentation skills.

Learning Objectives:

- Construct a well-organized and persuasive oral presentation for a client and/or regulatory authorities
- Develop and present appropriate visual aids
- Manage opposition to audit recommendations
- Engage a client in a professional Q&A session
- Demonstrate respect for a client and maintain control of the oral presentation with appropriate verbal and nonverbal communication.

The library supports the curriculum in these courses and labs in the following resource areas:

Books/DVDs:

A search of Albert the library catalog reveals that the library has 535 items containing the word “accounting “ and that 195 of these have been published in last 5 years.

Searching the catalog on “audit or auditing” reveals 169 items on audit or auditing, 42 of which have been published within the last 5 years.

Searching the catalog on “tax accounting” reveals 20 items, 7 of which have been published in the last 5 years.

Searching the catalog on “accounting ethics”, reveals 20 items, 5 of which have been published in the last 5 years.

Searching the catalog on “business ethics” reveals 368 items, 87 of which have been published in the last 5 years.

Searching the catalog for ”accounting “ and limiting to DVDs reveals 11 items, none of these have been published in the past 5 years.

Searching the catalog for “business or management or finance” reveals 199 items, 20 of which were published in the last 5 years.

This shows that the library has a solid collection of recent accounting and business ethics books. We need to collect more recent DVDs and expand our collection in accounting ethics, tax accounting, and accounting information systems. Books available in Albert, the Library's catalog are of course supplemented by books available via Link +.

The accounting labs focus on business communication skill development and on focused research relating to case studies, accounting and tax regulations and other accounting topics.

The library also has materials to support this area. For example:

Searching the catalog for "business communication" as a subject heading reveals 76 books, 36 of which have been published in the last 5 years.

Searching the catalog for "business presentation" reveals 47 books, 12 published in the last 5 years.

More current books relating to creating business presentations should be purchased to address the needs of students taking these lab courses.

The library also has a strong collection of works relating to writing college papers that would be useful to lab students.

Searching the catalog for the subject term, "research methodology," reveals that the library has 43 books, 20 published in the last 5 years.

The library has many current books in the areas of: English rhetoric and argument, grammar, English style, English usage, and various manuals of style. Students have many current sources to consult for argument structure, grammar, style, and usage for both written work and multi-media presentations.

Periodicals:

In addition to the many periodicals indexed in the library's databases, the library has a strong collection of full text periodicals. Searching the periodical list reveals exact numbers for full text accounting periodicals.

Accounting (145)

The following categories are also of particular interest to Accounting students:

Finance

- Banking (245)
- Credit, Debt & Loans (14)
- Finance - General (80)

- Financial Management & Planning (92)
- Insurance (66)
- International Finance (20)
- Investment & Speculation (164)
- Money (6)

To address the needs of students taking the accounting lab:

- Business Communication (27)

Periodicals available full text are supplemented by our free interlibrary loan service (Iliad) available to all students, faculty and staff.

Library Web Pages:

Many business and economics web sites can be accessed through the Library's homepage, by clicking on "Research By Subject: Business." Included in this index are pages for Accounting, Financial Management, Marketing, International Business, Business Ethics, Economics and Business Statistics. We are also purchasing more reference books and even circulating books in online format; this is of special importance to upper division undergraduate students who are off-campus. Guides to how to do company and industry research and guides to APA citing are also included. These pages will be re-organized in conjunction with the college's new web site, to reflect the new concentrations in SEBA; the page for Accounting will also be updated and revised.

Library Instruction & Reference:

The Business Librarian provides SEBA students with reference help via her usual reference shifts and also by appointment, via e-mail and by phone. Most students who contact the Business Librarian have been directly referred by their instructor or by another librarian. Students may also access general reference service by phone, in-person whenever the reference desk is open (on average 56.5 hours per week) or through the Ask-a-Librarian e-mail service.

The Business Librarian also provides instruction by faculty request to classes where a research project is required. For example undergraduate courses that have had librarian instruction in the past include: International Business, Marketing, Advanced Marketing, Financial Management, Organizational Theory, Statistics and Strategic Management. Currently the librarian provides Financial Management courses and advanced Marketing with regular instruction. Library research instruction is also provided in the form of the online "By Subject" pages, previously mentioned and via short business tutorials that are linked to from these pages.

Currently the Business Librarian is not providing regular instruction in the Accounting program though in the past the course, Tax Accounting, has received regular instruction. It may be worthwhile for the department to assess their students' information literacy needs and determine if a tutorial or some in class instruction could supplement regular faculty instruction in this area.

Accounting students do receive some library instruction via other courses taken in other business areas, but providing students with at least one information literacy (library instruction session) would assure that they are learning basic research skills in Accounting. The new lab courses include projects that would require research, so these are also good places to include library instruction.

Library Study Areas:

The library has 3 group study rooms with media access that would be of use for all business students, but especially students engaging in group projects and/or creating presentations, such as the Accounting lab students. The Education Librarian is currently putting in a proposal for a studio practice room for education students and all other students who need to practice oral presentations. According to the proposal:

“This room would have wireless access, power, and networking for laptop computers, a conference table and seating for up to 10 people and would feature:

- a podium with a media control panel
- a ceiling-mounted projector
- a microphone and wall-mounted speakers
- 60 inch flat panel TV
- a mounted dry-erase board
- a wall-mounted digital camera to record presentations

The creation of the presentation practice room as proposed would address the “top five challenges in teaching and learning with technology” identified by the 2009 EDUCAUSE survey:

1. Creating learning environments that promote active learning, critical thinking, collaborative learning, and knowledge creation.
2. Developing 21st century literacies (information, digital, and visual) among students and faculty.
3. Reaching and engaging today's learner.
4. Encouraging faculty adoption and innovation in teaching and learning with IT.
5. Advancing innovation in teaching and learning with technology in an era of budget cuts.” (From Margaret Brown-Salazar’s (Education Librarian) proposal, see appendix A)

This room would enable Accounting students to practice and record their presentations. If the proposal is funded by the college, Accounting lab students would be able to use it. Otherwise, they do have the current 3 media group work rooms to use.

Collection Development Recommendations: Databases and E-book Resources and Collections:

In addition to adding to the book and DVD collection in the various areas mentioned above, (see “Books and DVDs” section of this report), the Business Librarian has developed a list of high priority purchases to support curriculum in SEBA generally, based on our comparison report with other institutions and the needs of our own curriculum. They will be purchased as funding allows. This list is continually revised as the curriculum develops and as new sources become available. The items listed below are a subset of the list, most relevant to the area of Accounting:

The Conference Board: Provides analysis of global trends in corporate management and leadership.

Estimated Cost: \$ 1395

(Funded from the current k-code allocation and/or library’s current database funds.)

Oxford e-book collection: includes e-book versions of the ***Oxford Handbook of Entrepreneurship*** and the ***Oxford Handbook of Business and Government*** and a variety of other business books as part of a larger purchase of Oxford Handbooks.

Estimated cost: \$ 2700

(Funded from the current k-code business allocation.)

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